

### ABSTRACT OF THE DISCLOSURE

A process for transforming digital source image data to provide a desired image look at the end of an imaging step chain is described comprising: defining desired values for at least two image look parameters associated with the desired image look; sensing the values of the defined image look parameters for the digital source image data; and modifying the digital source image data to provide digital output image data with at least one image look parameter value closer to the defined image look parameter value associated with the desired image look. In accordance with preferred embodiments, the desired image look parameters may be defined with respect to an image to be displayed after further processing of the digital output image data downstream of the modifying step, information may be provided on the characteristics of the downstream processing, and the modifying step may be designed to compensate for effects of the downstream processing on the desired image look parameters. In accordance with further embodiments, the process may further include verifying whether the image look parameter values of the digital output image data provide a desired image look displayed at the end of the imaging step chain, and further modifying the digital source image data to provide digital output image data with at least one image look parameter value closer to the defined image look parameter value associated with the desired image look in response to the verifying step. The digital source image data may be directly modified to provide image look parameter values corresponding to an ultimate desired image look, or may be first modified to provide digital output image data with image look parameter values corresponding to a defined reference look, and the digital output image data is subsequently modified to provide digital image data with image look parameter values corresponding to a desired image look distinct from the defined reference look.